



**For Immediate Release**

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**The Greater Sarasota Chamber of Commerce  
Aids Small Businesses with Grant Stimulus Funds**

**For Limited Time the Ritz-Carlton Sarasota Hosts Workshops at Significant Discount**

**Sarasota, Fla. (September 24, 2009)** – The Greater Sarasota Chamber of Commerce encourages small businesses to take advantage of Sterling Small Business Blueprint workshops on October 23 and November 20. The cost is significantly reduced for a limited time through Workforce Florida grant stimulus funds and will be offered at the Ritz-Carlton, Sarasota to local businesses. The Small Business Blueprint is a program developed to enable small businesses in Florida to have the tools and capability to survive the tough economy, and to thrive during the recovery. Sarasota Chamber members are specifically encouraged to participate and will enjoy reduced prices on the workshop registration fee.

“We are excited to present this top-notch educational opportunity to our members at an unbelievable discount,” said Steve Queior, Greater Sarasota Chamber president and CEO. “The Chamber exists to maximize our members’ success, the community’s competitiveness, and the area’s economic strengths. This program will help our members not only survive but thrive during these current economic conditions – benefiting the entire greater Sarasota community.”

The Florida Sterling Council—Florida’s experts in performance management—developed this program to provide businesses with best practices they can easily adapt and use for greater profitability and growth. The Sterling mission is to create a state of business performance excellence.

“Supporting Florida’s many small businesses is a crucial step to ensure our economic health,” said Mark Wilson, President of the Florida Chamber of Commerce. “The Sterling Small Business Blueprint is an excellent tool and guide to help small businesses achieve profitability and growth.”

The October workshop will specifically focus on helping participating Sarasota businesses organize their information and set the stage for leadership and growth. The workshop enables businesses to define strengths and gaps in their operations and provide ways to better improve the connection between their customers and employees.

“We used the Sterling Blueprint Customer Feedback tool and in return received targeted, amazing feedback from clients. Because of this feedback, we changed our marketing strategy and saw immediate results,” said John Medina, President of Greenways of America.

Registration forms and informational materials on the Sterling Small Business Blueprint are available online at the Florida Sterling Council Website:

[http://www.floridasterling.com/performanceimprovement\\_BusBluePrint.html](http://www.floridasterling.com/performanceimprovement_BusBluePrint.html)

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#### **About the Florida Sterling Council**

Founded in 1992, the Florida Sterling Council is a not-for-profit 501c (3) corporation supported by the Executive Office of the Governor whose mission is to promote Florida's competitive edge and quality of life through promotion, assessment, and recognition of performance excellence culminating in the Governor's Sterling Award. For more information on the Florida Sterling Council, contact Dione Geiger at (850) 922-5316. For other information, visit the Web site at [www.floridasterling.com](http://www.floridasterling.com).

#### **About The Greater Sarasota Chamber of Commerce**

The Greater Sarasota Chamber of Commerce is a nearly 1,800-member, not-for-profit organization that exists to maximize its members' success, the community's competitiveness, and the area's economic strength. Incorporated in 1920, it continues to grow at a rapid pace to serve the educational, social, governmental, and economic and leadership development needs of the greater Sarasota area and is the bridge that links businesses, organizations and residents together with innovative programs that strengthen long-term economic vitality, business success, job creation and quality of life.